



**Ridgway Creative District Meeting Agenda – REVISED 8/29/2012**  
**Ridgway Town Hall: 201 North Railroad Street**  
*Friday, August 31<sup>st</sup>, 2012*  
**10 AM - Noon**



**Committee Members:** John Clark, Jan Kubek, Susan Long, Danelle Norman, Stephanie Rogers, Redbear Taylor, Kathy Wortman

*Joan Chismire will participate in this meeting via phone*

- I. Cultural Heritage Assessment and Ronna Lee Sharpe**
  
- II. Update on District Happenings:**
  - a. **Follow up to 8/13/2012 meeting with Amy Levek regarding Strategy Development, Use of Professional Advisory Network Resource, and Next Steps for the District**
  - b. **Boettcher Foundation Grant and CCI**
  - c. **Update on CCI Meeting on Sept 10-11 and Ridgway participation (*agenda, travel, lodging, meals, registration, etc.*)**
  
- III. New Business**
  
- IV. Approval of Meeting Minutes from August 13<sup>th</sup>, 2012**
  
- V. Next RCD Meeting (*location, focus TBD*)**
  
- VI. Adjourn**

**Attachments:**

*August 13<sup>th</sup>, 2012 meeting minutes*



**Ridgway Creative District Meeting Minutes**  
**Ridgway Town Hall: 201 North Railroad Street**  
**Monday, August 13<sup>th</sup>, 2012**  
**10 AM - Noon**



**Committee Members:** John Clark, Jan Kubek, Susan Long, Danelle Norman, Stephanie Rogers, Redbear Taylor, Kathy Wortman, Joan Chismire, Paul James, Amy Levek

*The meeting convened at 10:06 AM. The attendees introduced themselves.*

*Stephanie Rogers joined the group at 10:21 AM.*

**I. Conversation with Amy Levek regarding Strategy Development, Use of Professional Advisory Network Resource, and Next Steps for the District**

*See attachments*

*Amy shared with the group that their enthusiasm was evident and important to the process.*

*John Clark shared that the group now is wondering where to go next with all the information that has been collected.*

*Create a mission, define a direction and determine how to move forward. How long this will take is yet to be determined. Amy presented some questions to the group:*

*Amy asked - What is the overall outcome of the group and the Creative District?*

*Go from being a prospective creative district to being a certified creative district with the state to tap into funding and resources for a 5-year time period. The group questioned the security of funding annually after District designation.*

*Put together a plan and a direction that we can work toward and complete and have buy-in.*

*Have a feeling of what the community wants the group to be, and incorporate branding.*

*Amy asked the group who they are branding to/ for and responses included:*

*Make Ridgway a type of destination – create an identity.*

*Becoming a designated district will put Ridgway on the radar, similar to statewide historic districts. Seeking out another designation to attract a specific group – creative people – and those who follow them – industries and organizations that seek out creative thinkers and creative problem solvers.*

*Economic development is the key component. This is a way for Ridgway to evolve from its origin as a railroad and ranching town. This is an opportunity for Ridgway to brand itself as a real creative artistic place to stay and grow. Define ourselves as something other than “close to Telluride or close to Ouray”.*

*The Governor’s initiative is to nurture the existing creative industries statewide – identify assets and bring it all together to confirm the assets of the area, bringing a fresh,*

*new, exciting, innovative area with a unique and suitable identity. Creative thinking happens in Ridgway: spiritual, arts, technology, etc.*

*"Identity" is important.*

*Gateway to the Rockies is identity - now want to be gateway to creativity. Ridgway is the beginning - outdoors, thinking, arts, etc. Ridgway is a launching point - not a pass through - create the beginning of the journey.*

*Amy confirmed with the group that she is hearing 2 Goals for the year:*

*1 - Designate as a Creative District and*

*2 - Come up with a real strong identity*

*Additional comments included:*

*Alternative energy, thinking, new techniques, etc. are the goals of the Transition Group - building new ways to be sustainable. Show people what we are doing creatively.*

*The group discussed the importance of not focusing on any one creative industry - but embracing a well-rounded creative industry.*

*Importance of funneling of the creative industry into the streetscape improvements.*

*Amy asked the group how they can support the streetscape plan.*

*The district will know before the April election whether or not they are certified, which will provide additional support for the streetscape plan.*

*Amy asked if there is a targeted list of things that the Creative District can do to support the streetscape improvements.*

*Creation of local jobs will be important. Demonstrating an economic positive that the funds will come back to individuals in the community and not to outside entities. Eg: some of the \$15k Creative District award is available for local artists to design and build bike racks for the town.*

*Amy suggested the possibility of developing a "benefits list" about the streetscape project.*

*The 3-lane plan for Highway 62 was mentioned and diverting traffic off of Highway 62 and how this might impact the District and the Streetscape..*

*The link between the Creative District, Streetscape Project and Highway 62 project should be created and this group should remain involved.*

*The Creative District should be the entity that brings the creative industries together.*

*The convergence of many groups coming together to work together is an important message (Creative District, Streetscape, Main Street, CDOT 3-lane project).*

*The importance of identity and branding was discussed.*

*The group discussed the efforts of various groups and how the Main Street Program will facilitate linking these things together.*

*Amy asked if the group saw a need for coordinating efforts:*

*It was suggested that some of the funds from the Creative District be funneled into the streetscape plan (eg: bike rack competition, alley art program development, etc.).*

*Amy summarized the inputs so far:*

- 1 – Become a designated district –*
- 2 – Create an identity based on the creativity and be known as a place that fosters creativity*
- 3 – Support for the streetscape project – come up with something that insures the streetscape is accepted and approved by the community (streetscape supports the Creative District development as a symbiotic relationship)*
- 4 – Tie into Highway 62 and CDOT improvements to insure what happens here supports the Creative District*
- 5 – Possibly prepare to participate in the Main Street Program*

*Amy asked if there was anything else that is important for the first year.*

*It was suggested that the Creative District support the streetscape project verbally with outreach to the community.*

*The importance of community input from Imagination Day and direction of the group was stated..*

*The importance of stating who we are and creating an identity (identifying what team we are on) is important.*

*Amy summarized 3 primary discussion point so far:*

- 1 – Become a designated district –*
- 2 – Create an identity based on the creativity and be known as a place that fosters creativity*
- 3 – Source of funding*

*The group discussed the importance of funding as well as community input to define the brand.*

*Amy asked - How do you know if you are successful – how do you measure it? Responses Include:*

- 1 – Award of Creative District Designation*
- 2 – Funding Available*
- 3 – Passage of Streetscape*
- 4 – Increased tourism and commerce*
- 5 – Development of new businesses in line with brand and direction*
- 6 – Increased economic development*

*Need data to be able to establish baseline and have measurable information.*

*Highlight nurture and enlarge local artist community*

*We are establishing a Creative District regardless of any outside designation.*

*The community feels like a Creative District – establish a brand that the community can rally around.*

*Feeling of accomplishment this year in completing tasks toward developing the District.*

*In a year, have a visual difference present in the Town that establishes creative sense of place. The group discussed the pedestrian bridge, Public Art in Ridgway Colorado, Skate Park, etc.*

*Bringing new art to the area could provide a visual difference in Town.*

*Amy asked - Who else may need to be involved and engaged in the process?*

*Amy clarified not necessarily on the committee but just providing information:*

*Weehawken Creative Arts – an established organization that bridges Ouray and Ridgway  
Ridgway Chamber of Commerce  
Public Art in Ridgway Colorado  
Ouray County Fairgrounds  
Ouray Museum  
Ranch History Museum  
Ridgway School District – “Color Crew” and Nancy Donegan  
Sherbino – Ridgway Chautauqua Society  
Ouray County Performing Arts Guild  
Transition OurWay  
Main Street Program  
Roland McCook with the Ute Indian Tribe  
Healing Arts and Alternative Medicine interest party  
The Resource Artist Cooperative*

*Some concepts from the Imagination Day Boards were mentioned, including: the need for a Community Center and the lack of Electronic Technology and Broadband in Ridgway area*

*The group questioned if there is a central coordinating body to organize the various groups county-wide.*

*Amy asked - How much agreement exists between the committee and the Town and other groups? Is there was anyone or group that is not supportive of the group?*

*The Ranching community may be hesitant but this is only speculation, and the group explored reaching out to the Cattleman’s Association.*

*Concluding Remarks:*

*Amy will take this information and make a work plan with the goal of developing a road map for the Committee.*

*Danelle proposed voting on the word cloud to submit to the paper:*

*Redbear proposed black background with mountainscape. The group agreed that a white background would be preferred for publication in the paper. The group agreed on the word cloud on page 11 of the agenda packet. Danelle dissented with a stated preference for a different word cloud. The cloud will be presented for publishing in the Plaindealer as well as the statewide release in September.*

**II. Scheduling Cultural Heritage Assessment and Ronna Lee Sharpe – 10AM on 8/31**

*Joan Chismire will be conferenced in via phone representing the Ranch History Museum..*

*Stephanie will ask Mike Potter, representing the Cattleman's Association, and Roland McCook of the Ute Indian Tribe to attend this meeting with Ronna on August 31<sup>st</sup>.*

**III. Approval of Meeting Minutes from July 16<sup>th</sup> and July 25<sup>th</sup>, 2012**

*John Clark motioned to approve the minutes. Danelle Norman seconded. All approved.*

**IV. Next RCD Meeting (location, focus TBD)**

*August 31, 2012 10AM – noon in Town Hall.*

**V. Adjourn**

Meeting adjourned at 12:02 PM.

**Attachments:**

*July 16<sup>th</sup> and July 25<sup>th</sup>, 2012 meeting minutes  
Budget and Strategy from CD Grant Application  
Imagination Day Word Cloud*